

Yakima County
Quit Line Data Summary
January 1 - March 31, 2004

	County	State
Number of Calls to Quit Line	N = 96	N = 3,363
Percent of Statewide Calls	3.5%	100.0%
Percent of State Population in County¹	3.8%	100.0%

	County %	State %
Gender	N = 96	N = 2,906
Female	60.4%	64.2%
Male	39.6%	35.8%
Race/Ethnicity	N = 85	N = 2,468
People of Color	20.0%	13.1%
White	80.0%	86.9%
Age	N = 91	N = 2,642
Less than 18 years old	0.0%	1.1%
18 - 24 years old	11.0%	15.2%
25 - 34 years old	20.9%	23.1%
35 - 44 years old	27.5%	24.6%
45 years and older	40.7%	36.0%
Education	N = 92	N = 2,581
Did not graduate high school	21.7%	19.0%
High school graduate	40.2%	36.0%
Some college/vocational school	33.7%	36.4%
College graduate	4.3%	8.6%
Caller Type	N = 96	N = 3,052
General Information	4.2%	12.6%
Health care provider	1.0%	3.6%
Tobacco user	94.8%	83.8%
Payer Type	N = 70	N = 2,005
Insured	25.7%	31.2%
Uninsured	34.3%	29.4%
Medicaid	40.0%	39.4%
Heard About	N = 83	N = 2,412
Past caller	16.9%	15.7%
Employer/worksites	0.0%	1.2%
Health care provider	30.1%	31.8%
Television	15.7%	11.9%
Outdoor advertisement (billboard/bus/wall)	0.0%	1.8%
Targeted mailing	0.0%	0.1%
Great Start	0.0%	0.2%
Radio	4.8%	1.8%
Newspaper/Magazine	0.0%	0.7%
Brochure/Newsletter	4.8%	5.4%
Family or friend	24.1%	22.7%
Health Department	3.6%	5.4%
School	0.0%	1.4%